

# Think Different: Brand Ambassadors for Public Health Programs



Project Title	Think Different: Brand Ambassadors for Public Health Programs
Project Summary	Create new brands and designs for positive public health program outreach and utilize social media platforms to improve reach as a brand ambassador.
Country	United States
Agency	Indian Health Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	2

## Project Description

The intern will work closely with a Public Health Advisor to create branding and designs for public health programs and initiatives. 1. Create a brand design for the Indian Health Service Mental Health Program. 2. Create a brand design for the Indian Health Service Behavioral Health Integration Program (BH2I) 3. Develop content for blogs and social media posts related to mental health and behavioral health integration and correlate posts with Prevention Months. 4. Research and compile ideas for key branding practices related to public health programming for the agency. We plan to work with the Virtual Intern to increase awareness of mental health disparities and create positive messaging for prevention, by using culturally appropriate content to engage and reach American Indians and Alaska Natives.

## Desired Skills Interests

## Additional Information

You will work amongst a team of social workers, nurses, pharmacists, data coordinators, policy and program advisors who are passionate about serving American Indians and Alaska Natives. You will get the opportunity to learn about the programs we work on related to substance abuse, suicide prevention, domestic violence

prevention, forensic healthcare, trafficking, and overall wellness.

**Language Requirements**

*None*